



Highlights from the 2002 Indiana Youth Tobacco Survey

Overall, findings from the 2002 Indiana Youth Tobacco Survey (IYTS) show a decline in smoking among Indiana youth.

- Among high school students (those in grades 9 through 12), reported current cigarette use decreased significantly by 26%: from 32% in 2000 to 23% in 2002.
- In 2002, the smoking rate among Indiana high school students was similar to the national average of 23%.
- Smoking among middle school students (those in grades 6 through 8) declined 12% (from 10% in 2000 to

9% in 2002). Although this difference is not statistically significant, it indicates a trend in the right direction.

- The smoking rate among Indiana middle school students is similar to the national average of 10%.

Analyses of Data on Smoking Uptake and Cessation Suggest That Students are Responding to ITPC Programs

Although we cannot methodologically attribute these decreases in youth smoking directly to Indiana Tobacco Prevention and Cessation (ITPC) programs at this point, the

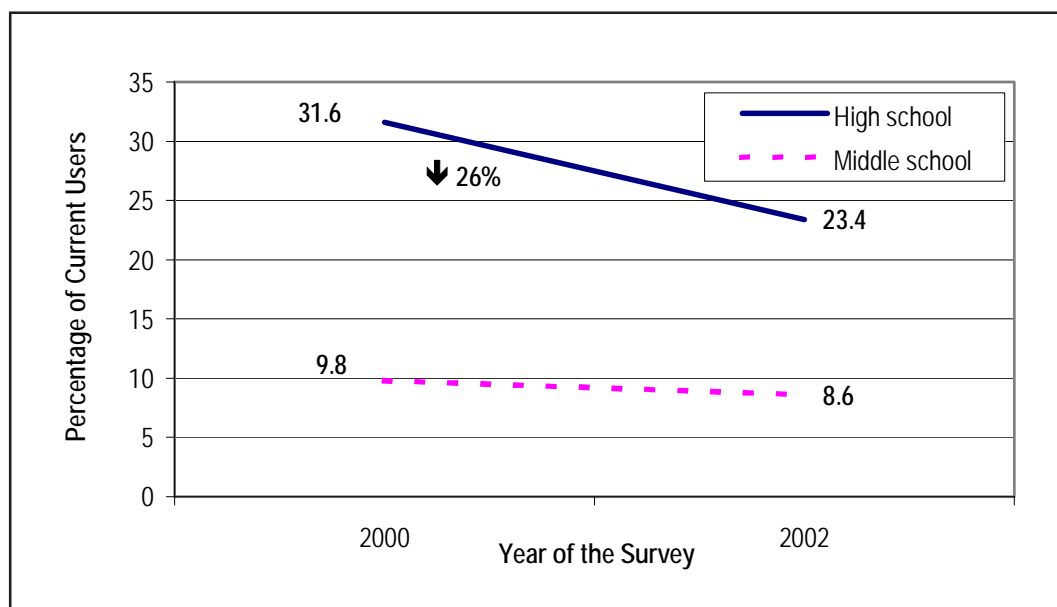


Figure A. Cigarette Use Among Hoosier Youth, 2000 and 2002

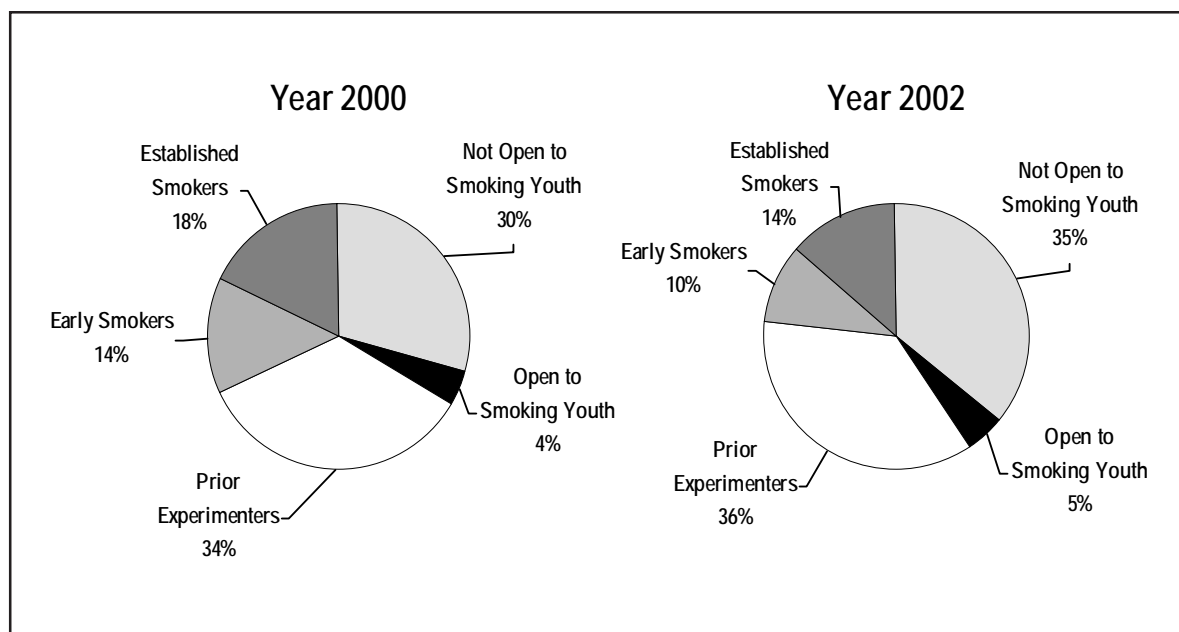


Figure B. High School Students Smoking Uptake Scale

data indicates that Indiana youth are responding to ITPC programs.

- Percentage of high school students who reported being “not open to smoking” increased significantly from 30% in 2000 to 36% in 2002. These results indicate that more Indiana high school students would not consider smoking in the future or when offered a cigarette by a friend, thus suggesting stronger anti-tobacco attitudes that prevent smoking initiation.
- IYTS data show that significantly more high school smokers have tried to quit in 2002 (62%) than in 2000 (53%). Regardless of whether quit attempts were successful, data suggests that current smokers are receptive to anti-tobacco messages and are translating them into action.

Awareness of Cessation Resources

Getting help in quitting smoking allows smokers who want to quit to become non-

smokers. Awareness of the resources to quit smoking is an important step toward quitting.

- 2002 results indicate that the awareness of smoking cessation resources among high school smokers is relatively low (27%) and interestingly, non-smokers are significantly more aware of these resources (40%).
- In 2002, only 6% of high school smokers participated in cessation programs.
- The rate of participation in cessation programs for middle school students increased significantly from 8% in 2000 to 14% in 2002.

These findings suggest that much more can be done to raise young smokers' awareness of cessation resources, and encourage participation in cessation programs to actualize the intent to quit into permanent cessation. Further investigation into how this increase was achieved among middle school

students may provide insight into methods for encouraging participation among older students.

Access to Tobacco

Access to cigarettes could be another factor contributing to the decrease in smoking rates. Difficulty in obtaining cigarettes may be a barrier to smoking behavior encouraging some smokers to quit or not start. If obtaining cigarettes is likely to involve the embarrassment of being asked for proof of age, and facing possible legal consequences, it may simply be seen as not worth the effort. It also sends a strong message that smoking by youth is not acceptable.

- According to IYTS, in 2000, 30% of current smokers in high school trying to buy cigarettes were refused due to age. This percentage increased significantly to 40% in 2002.
- In 2000, 24% of middle school smokers trying to buy were asked to show proof

of age. This percentage increased significantly to 42% in 2002.

This finding supports the emphasis on enforcement of youth access laws as a viable strategy to reduce youth smoking in Indiana.

Exposure to Secondhand Smoke

One major area of concern for tobacco control activities is exposure of Indiana youth to secondhand smoke. Cigarette smoke is known to cause cancer and has been attributed to cardiovascular disease. Witnessing smoking behavior inadvertently sends a message that smoking is acceptable and may encourage modeling of the behavior.

- According to 2002 data, 74% of high school students and 61% of middle school students were in the same room with someone smoking during the seven days prior to the survey.
- Over half (51%) of high school students and 40% of middle school students were

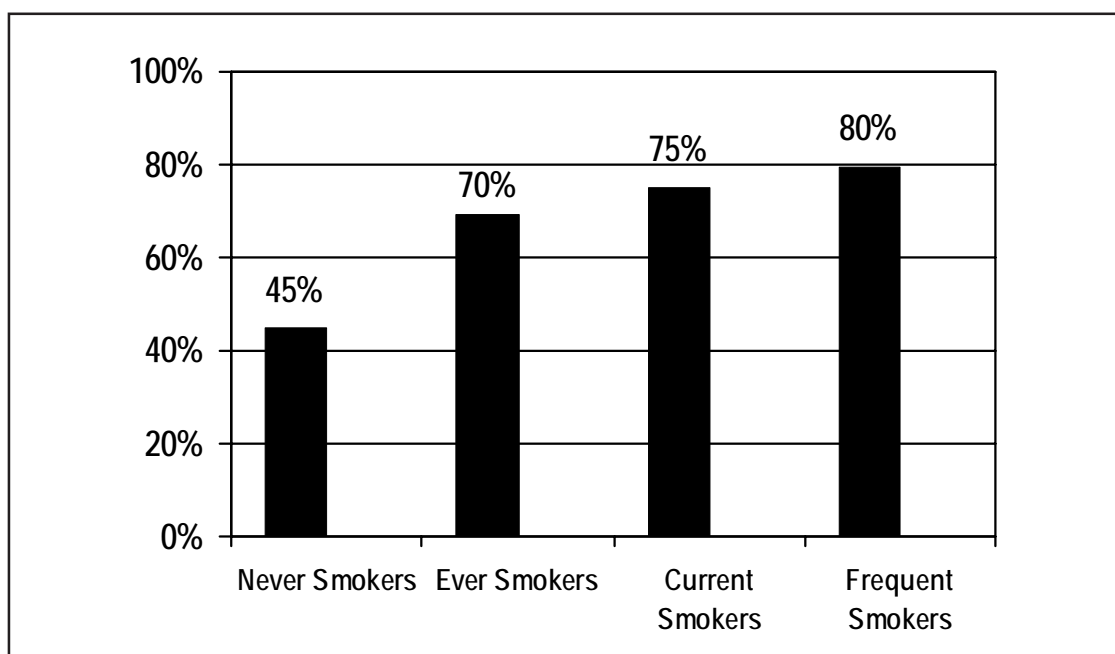


Figure C. Middle School Students Smoking Status: Living With Someone Who Smokes

in a room with a smoker three or more days during a week.

- Over half (56%) of high school students and 48% of middle school students were in the same car with someone smoking, while one-third in each group were riding with a smoker more than three days a week.
- IYTS data also indicate that among middle school students in 2002, never smokers (45%) were significantly less likely than ever smokers (70%), current smokers (75%), and frequent smokers (80%) to live with someone who smokes.

These findings suggest even greater emphasis on encouraging smoke free homes and cars as well as encouraging youth to refuse being in smoke filled environment.

Media Exposure

Youth exposure to the pro-tobacco messages in the media is another area of concern. Portrayals of smoking in the mass media both glamorize the behavior and send a message

that it is common, and hence must be socially acceptable. This stresses the importance of counter-smoking messages such as those conveyed by ITPC's mass media campaigns.

- In 2002, over 80% of middle school and high school smokers and non-smokers reported seeing actors smoke when they watched television programs or movies most or all of the time.
- In 2002, 87% of high school students reported hearing anti-tobacco messages in the media.
- For middle school students, in 2002, 81% reported seeing message on the dangers of smoking in the media, a significant increase from 76% reported in 2000.

These findings show evidence that ITPC advertisements are making a difference, as more youth are reporting exposure to anti-tobacco messages. More detailed analyses of influences of Indiana's media campaign can be found in reports on findings from ITPC Media Tracking Survey.



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